I. AMENDMENTS

Amendments to the Specification

Please amend the Specification as follows:

Please amend the heading on page 6, line 9 as follows:
DESCRIPTION OF THE PREFERRED EMBODIMENT<u>S</u>

Please amend the second full paragraph on page 35, beginning on line 3 and ending on line 22 as follows:

FIG. 12 shows a process of registering an advertisement. The advertiser uses the advertiser terminal 32 to apply for a coupon registration with the coupon management server 10 in step S111. In the coupon management server 10, the coupon information registration processor 121 shown in FIG. 5 registers the details of the application from the advertiser terminal 32 in the coupon management DB 111 in step S112. The coupon information registration processor 121 applies an advertisement registration with the portal site server 31, and registers the details of the application in the advertisement DB 112 in step S113. The WWW server 31b of the portal site server 31 which has received the application for the advertisement registration adds the advertisement to the home page of the portal site, and registers the data of the home page in the contents DB 31a. Specifically, the WWW server 31b registers an URL representing graphic data in the advertisement DB 112 of the coupon management server 10 as an inline image in an area of the HTML (Hyper-Text Markup Language) of the home page where a banner advertisement is to be displayed, in step ~~S144~~<u>S114</u>.

Please amend the paragraph beginning on page 35, line 25 and ending on page 36, line 7 as follows:

FIG. 13 shows a process of issuing a coupon. The user uses the user terminal 41 to ~~transmits~~<u>transmit</u> a request to display contents to the portal site server 31 in step S211. In response to the request to display contents, the portal site server 31 transmits a Web page with advertisement information to the user terminal 41 in step S222. The user terminal 41 specifies the URL of the advertisement set as an inline image in the Web page, and sends a request to acquire graphic image to the coupon management server 10 in step S223.

Please amend the paragraph beginning on page 37, line 24 and ending on page 38, line 8 as follows:

[step S235] The banner advertisement transmitter 122 refers to the advertisement information table 112b (see FIG. 7) of the advertisement DB 112, and acquires a coupon ID corresponding to the URL of the requested banner advertisement. If there ~~are~~is a plurality of advertisement URLs registered, then the banner advertisement transmitter 122 acquires respective coupon IDs corresponding to the URLs. For example, if the advertisement information table 112b stores the data shown in FIG. 7 and the advertisement URL "http://www.xxx.com.102.gif" is specified, then the banner advertisement transmitter 122 acquires two coupon IDs "302", "303".

Please amend the second full paragraph on page 40, beginning on line 7 and ending on line 11 as follows:

When the user browses through the Web site of the portal site, the corresponding banner advertisement appears on the display screen of the user terminal. A preset coupon added to the displayed banner advertisement is then issued to the user.

Please amend the second full paragraph on page 41, beginning on line 12 and ending on line 26 as follows:

When the user clicks on the coupon information displayed on the display screen, i.e., moves the mouse cursor on the coupon information and presses a button on the mouse, the user terminal 41 transmits a settlement view request to the coupon management server 10 in step S316. In response to the settlement view request, the coupon management server 10 transmits a settlement view in step S317 to the user terminal 41. The user terminal 41 displays the settlement view transmitted from the coupon management server 10 on the display screen, and the user enters settlement information in a~~a~~n information input window in the settlement view displayed on the user terminal 41. The user terminal 41 then transmits a purchase application ~~included~~including the entered settlement information to the coupon management server 10 in step S318.

Please amend the first full paragraph on page 46, beginning on line 1 and ending on line 8 as follows:

In this manner, a discount amount is calculated if the condition or conditions are satisfied, providing the condition in which the discount amount is greatest. Thereafter, control goes to step

S338. If there areis available a plurality of coupons where the condition for the greatest discount is applicable, then the coupon information transmitter 123 selects one of those coupons whose expiry date is the nearest.

Please amend the paragraph beginning on page 49, line 21 and ending on page 50, line 16 as follows:

FIG. 18 shows a process of referring to a coupon. The user uses the user terminal 41 to transmit a coupon information display request (benefit inquiry request) to the coupon management server 10 in step S501. At this time, the client ID is transmitted on a cookie to the coupon management server 10110. The coupon information transmitter 123 of the coupon management server 10110 acquires coupons issued to the client ID that hashad been transmitted with the coupon information display request, from the coupon issue/use management DB 114. The coupon information transmitter 123 generates a list of acquired coupon information, and transmits the list to the user terminal 41 in step S502. The user terminal 41 displays the coupon information transmitted from the coupon management server 10 in step S503. The user selects one of the coupons displayed on the user terminal 41 in step S504. At this time, a settlement view acquisition request is transmitted from the user terminal 41 to the coupon management server 10. In response to the settlement view acquisition request, the coupon management server 10 transmits a settlement view to the user terminal 41 in step S505, whereupon the user terminal 41 displays the settlement view in step S506. Subsequently, the same process as the settling process is carried out.

Please amend the third full paragraph on page 52, beginning on line 19 and ending on line 27 as follows:

The view 50 also has a settling information entry area in its lower portion. The settling information entry area includes a name entry window 56, a contact place entry window 57, and a credit card number entry window 58. The name entry window 56 serves to enter the name of the user. The contact place entry window 57 serves to enter the address of the user. The credit card number entry window 58 serves to enter the number of the credit card which the user uses for settling the purchase.

Please amend the fourth paragraph on page 55, beginning on line 19 and ending on line 20 as follows:

The principles of the present invention are applicable to various uses as follows:

Please amend the first full paragraph on page 56, beginning on line 5 and ending on line 11 as follows:

Fragments of one coupon are placed in a plurality of sites, and the coupon can be used when all the fragments are gathered. Thus, a plurality of sites ~~are~~is seen by consumers until the coupon can be used, making it possible to advertise other commodities in those sites. Coupon fragments alone may not allow consumers to enjoy a benefit, or may allow consumers to enjoy a limited benefit.